Self-Serviced

Interactive Animated Mockumentary

Production Bible

Synopsis

Self-Serviced: Interactive Animated Mockumentary

A fly-on-the-wall interactive animated mockumentary about the suspiciously ordinary on-goings of staff members in one of the UK's leading fictitious Supermarket's Shop City.

This particular store is currently trialling a new range of self-checkout machines. As staff members and members of the public voice their opinions and concerns over the recent changes such as fear of losing jobs and friends, staff members quickly cool their concern just as an outside police investigation is rumoured to be happening.

As more rumours surface, the audience will in their own turn begin to question what the investigation is about. As some staff members appear more oblivious than others, other staff members begin to subtly drop hints, but enough not to get them into trouble. The General Manager; Chris Shamrock finally confesses that there are people in the self-checkout machines, specially chosen individuals with no close family, and 'on the system' for too long, now the inner workings of the company's new self-checkout machines. Viewers will then be able to access the lower levels if they choose; where the horror awaits.

SELF-SERVICED - OVERVIEW MENU

A fast paced overview of the entire Supermarket. This video will play throughout the entire film, as a visual timeline. This will be a third person birds-eye-view at a corner perspective.

Self-Checkout machines bloom, replacing normal Checkout lanes. This process will be repeated three times throughout the video.

I will be using a Maya plugin called Miarmy. A crowd of simulated people will enter the Supermarket. Idling around, some with trolleys entering through the main entrance below the video screen, and eventually exiting the the Supermarket through a timed action.

Two standing characters will become 'focused', prompting the viewer to select either one of the characters to view an interview with them.

CHRIS SHAMROCK (GENERAL MANAGER)

I've been with Shop City for ten years, It's come such a long way in that time. I started as customer assistant, shelf-stacker to say bluntly, at the Swindon store. Yes, I've improved leaps and bounds to get here in a rather short amount of time, and I feel as if I've earned my place to sit in this office. I've only been here for a year at this particular store, and I've made sure that this store *will* be the store to get the funding, to *improve* our customers' experience and to be a landmark for the Supermarket world.

Our main focus over the coming months is to continue the installation of a range of new Self-Checkout machines after the trial period that we've been having for some time, aiming to improve our own security, while also enabling our customers to waste no time in waiting for 'booze' to be "approved" and to stop the unexpected item commotion that so many of our customers despise. I, we, us and my team will restore faith in those who oppose.

(CONTINUED)

SARAH REED (SELF-CHECKOUT SUPERVISOR)
I do love my job, you know, you see people everyday. Different people, sometimes the same people. It's great because I don't really have much to do now. I used to be on the tills, but I wasn't very good. It was a bit complicated for me as I'm not the best with technology. So now I do this full time, it's my job to make sure everything runs smoothly for the people at these self-checkout machines. The old machines had loads of problems, I'd have to help someone at least every 5 minutes! I couldn't cope so I took some time off sick. Luckily we've got these new ones that are really good. I'm not sure how it works, but I'm sure it's got something to do with databases and identi-identi-identification?

I'm not really that bothered anyway because now, everyone seems to be doing my job for me... which is nice.

Meanwhile in the overview shot of the supermarket, manned-tills shrink as new self-checkout machine blooms up.

BARRY BRINE (SECURITY)
Yeah the job pays well considering the on going changes the store has to go through every few months. Though hopefully things have calmed down enough for me to do my job properly. I work odd hours. Every morning till 12 and then 9 till 10 at night to help close up. I've been on the job for years, not much of a holiday man either. Just saving up for a cozy retirement you could say *chuckles*. Yeah I do love the job, I can't lie about that. It gives me a chance to have a little control over things. Iv'e tried bouncing, but the money and respect isn't in it at the end of the day.

OLD PERSON (MALE OR FEMALE)
Vox populi; Giving their opinion of self-checkouts, how they find them, and what they think the future of supermarkets could be.

DAVE BENSON (CUSTOMER ASSISTANT)
Hi I'm Dave I work here. Is it still recording?... OK cool Hi I'm Dave I work putting things away, finding places to put them. Putting them in the right places and putting them in their new places if they haven't got a place to put them already. You could say one of my many many talents is organizing. Like if I had a rap name, it would deffo be the Organizer...word. Do I like working here? Well yes and no, I get asked to do things my moral compass isn't ok with aha. But other that it's pretty straight forward. I bring the cages out; with all the stuff on. Then put it in it's rightful place. I get paper-cuts a lot from all the boxes I have to pull apart, but everybody has to take their share of the pain.

Hidden camera showing ANGRY DAD shouting at the Self-Checkout machine. Not everybody can get on with technology.

CHRIS SHAMROCK (GENERAL MANAGER)
There's a lot on my plate at the moment. I'm guessing you're aware of the 'free labour' slander that's all about the air lately, and let me get this straight. We do employ from within the company however we also give opportunities to those in unfortunate circumstances. I'm a strong believer of the Job seeker system, though I don't believe in sitting on your arse all day, 'looking for jobs' online when even though those jobs are sparse at the moment, it's not a good enough service. I'm giving those people a chance to actually put their time into something worth doing. Yes the company doesn't pay them in monetary ways, but I think we should encourage more

(MORE)

CHRIS SHAMROCK (GENERAL MANAGER) (cont'd)
companies like Shop City to educate young people and to expand work experience will give them a chance of seeing work and all that it involves; it gives them a better chance to get a job. Put a young person into college for a months' learning, unpaid and it's hailed as a way to improve society. Put a young person into a supermarket for a month's learning, unpaid, and it's slammed as slave labour.

SARAH REED (SELF-CHECKOUT SUPERVISOR)
Most of my family have worked within Shop City. We love it, Aunty Clare still works on the tills. And my brother in law Dave, Have you met him? We don't get along so well with his side of the family. Anyway, our Clare won't be here for long, she's being made redundant the poor cow. She'll be all right, she works three jobs as it is and she's only on a four hour contract so it's pennies to her. She just loves the atmosphere here, and we all look after each other so that's good.

ANGRY DAD
I Think it's fucking shit... (Vox Populi with older male customer who can't get to grips with self-checkout machines).

DAVE BENSON (CUSTOMER ASSISTANT)
I was on the dole for two years. I've worked at placements before, but never for this long. Have you met Sarah? She's my new Sister in Law, though our side of the family don't get on with theirs. I heard there's talk of police investigators wanting to ask us questions. Chris gave some of us a quick talk for if anything happens. He says I'm doing well, may even be up for a real permanent job here. So he said I've got to earn his trust. And he said I should stop talking to you guys too but ... I like talking to someone who lets me talk.

BARRY BRINE (SECURITY)
It’s like any security jobs really, Only I do that bit extra. I can’t really go into detail, though I don’t believe I’m above the law. And really, I’m not doing anything that against the law. Yeah that investigation is going happen soon. Doubt it’s about anything to do with me of course. The Boss says it’s to do with something higher up than him, so why they are here at this store goes beyond me. I’ve done some regrettable things in my time. Working on the doors, I’ve seen my fair share of questionable acts I’ve inflicted on others, as they have done so on me. But at the end of the day, you build a level of trust with your co-workers. One you cannot break.

Hidden camera of OLD PERSON slowly using Self-Checkout machine.

CHRIS SHAMROCK (GENERAL MANAGER)
I can’t talk long. Have to make a press ’PR’ talk shit thing in 5 minutes. Why do people constantly want to ruin great things, a great service too. I can’t go into detail with you now. But I’m sure you’ll hear something, whatever the outcome happens to be. You know. I gave people with no hope in hell a second chance, they had nothing before all of this, nothing. No family, no friends, no future. And I changed all that for them. I made sure I was selecting the right people, I made sure nobody would know.

SARAH REED (SELF-CHECKOUT SUPERVISOR)
I feel like a celebrity, Only way is Shop City it should be called. Did I happen to catch Chris’ talk to public? You must be joking, I’ve been working hard all day looking after these customers. I hope everything is all right. Could you imagine me doing anything other than this? I’ve never been one to boast about anything, but I reckon I’m one of

(MORE)

SARAH REED (SELF-CHECKOUT SUPERVISOR) (cont'd)
the best here. I do love my Job, *and the people around me.*

BARRY BRINE (SECURITY)
Looks like I'll be going back to bouncing. Seems like Chris took the rap. Let me tell you straight, I had nothing to do with it. Yeah you could say I had my suspicions but lets leave it at that, yeah? I'm no worse than the man who stands back and lets it all happen. Who knows how high up this goes.

DAVE BENSON (CUSTOMER ASSISTANT)
Yeah so found out about those new self-checkout machines. Just glad all eyes are on Chris. Poor bloke. Tried to hard. Just have to keep my head down. Hopefully they can continue my course over at the Reading store. Unless the whole Shop City brand goes down because of this. To be honest, it's just as easy to go to the Job Centre every Monday morning.

At this point the store closes down. Crowd Simulated customers are forced out in an unnatural manner. As if gravity is outside, and the only way out is out through those doors. Police lights flash from the outside, dispersing throughout the white gleaming superstore haven.

CHRIS SHAMROCK (GENERAL MANAGER)
Yeah I'm done. 15 years they think I'll get. I've got five minutes to gather my possessions. But before you go, it wasn't meant to be this way. People inside the machines. Why did I agree to this? Somebody must have told, I guess they're the good guys now. But they still let it happen, I mean... we. I'm sorry, I have to go. Please don't put this out. I love this company more than anything in the world. I spend most of my adult life here. Now it's gone.

A cold storage doorway becomes in focus, prompting the viewer to interact by clicking on it. At that moment, the overview shifts forward and we have arrived at the cold storage room.

A lift looms in the dark corner and appears to be the only interactive element on screen. As the user(s) click on the elevator, the viewer is taken down a long and harrowing shaft. Only to emerge at an incredibly bleak and dingy prison like room. If you look past the shadows, you can make out some of the unfortunate "employees", trapped, drugged and barely concious, twitching as they shiver against their shackles.

THE END

The Audience will then, if they choose so, take part in a built in survey about self-checkout machines and their own opinion on them.

Characters

Chris Shamrock

Chris is the General Manager of this particular Shop City store. He prides himself by his loyalty to company, and how his job has become most of his lively hood. However Chris has a warped moral compass that soon breaks under the wings of guilt.

Voiced by Tom Wright

Barry Brine

Barry has done it all. After retiring from the Nightclub bouncing scene, he's rough and readied, but now fancies the quieter life of a supermarket security guard.

Voiced byThomas Kirby

Dave Benson

Dave is all round perfect worker. One of the most obidient staff members of Shop City. Dave is one of the many "shelf-stackers" in the building blocks of the company, though he does hate it when he has to work in the freezers

Voiced by Rhys Evans

Sarah Reed

Sarah is a key staff memeber in the supermarket. Her job is to supervise the self-checkouts. Though she appears to be a bit dull on the outside, do not under estimate this bubbly motherly women.

Voiced by Suzzanah Davison

Old Person

Old person is a character taken straight from genuine interviews with a member of the public and their opinions of self-checkouts.

Voiced by TBA

Angry Dad

Angry by name, angry by nature. He hates people and espeically those new self-checkout machines. Genuine interviews with the public.

Voiced by TBA

Chapter 1
Part 1

Self-Serviced

Interactive Animated Mockumentary

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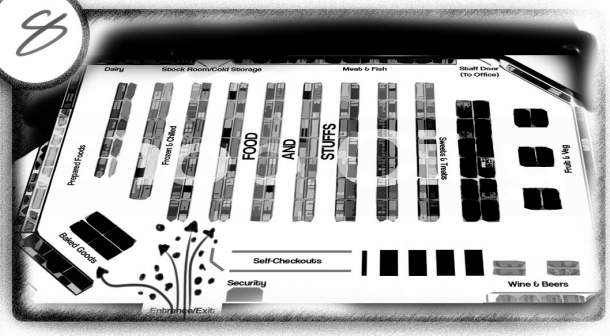

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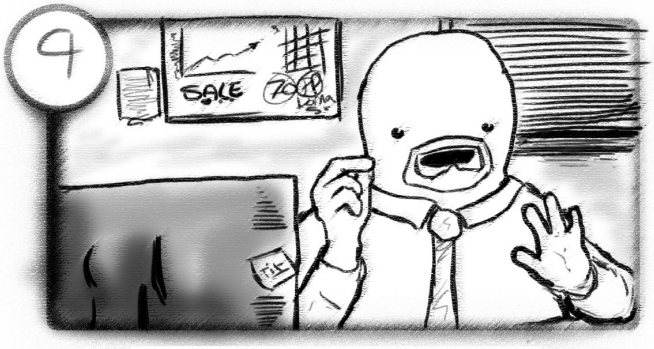
Storyboard
Zach F Evans Nov. 2014

Chapter 2
Part 1

Self-Serviced
Interactive Animated Mockumentary



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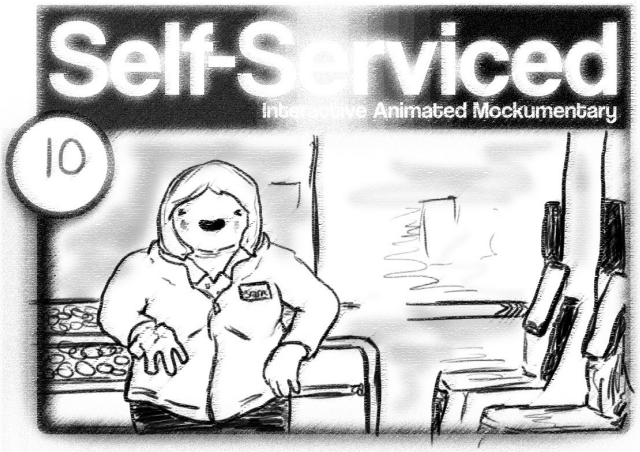

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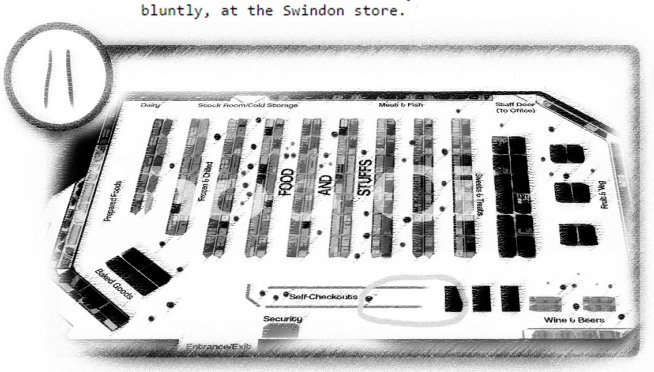

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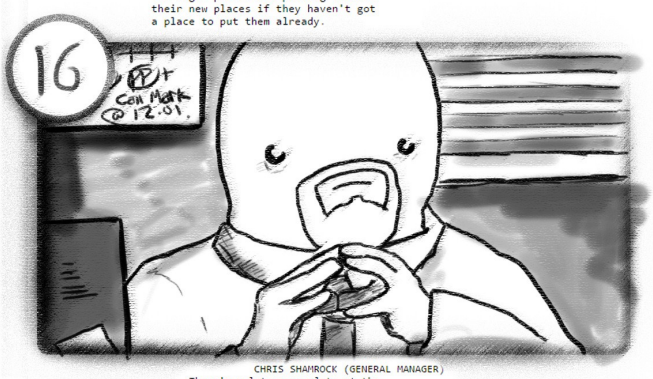

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Storyboard
Zach F Evans Nov. 2014

Chapter 2
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Interactive Animated Mockumentary

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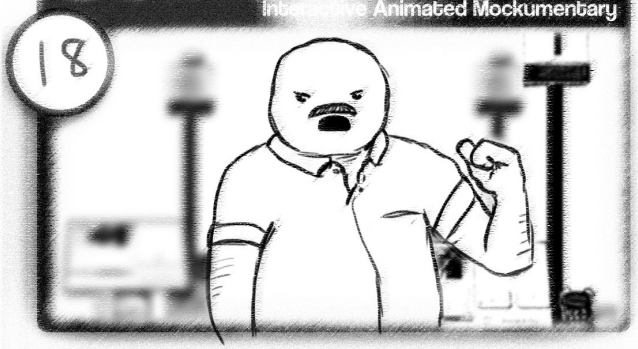

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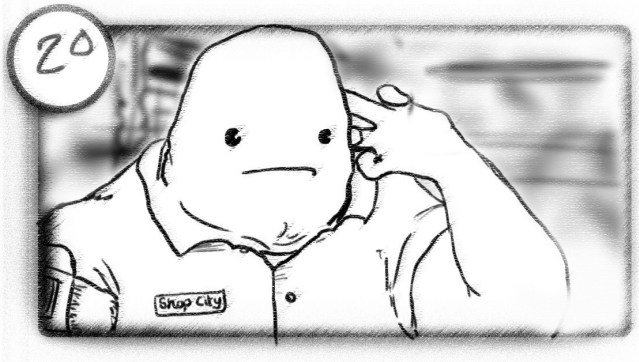

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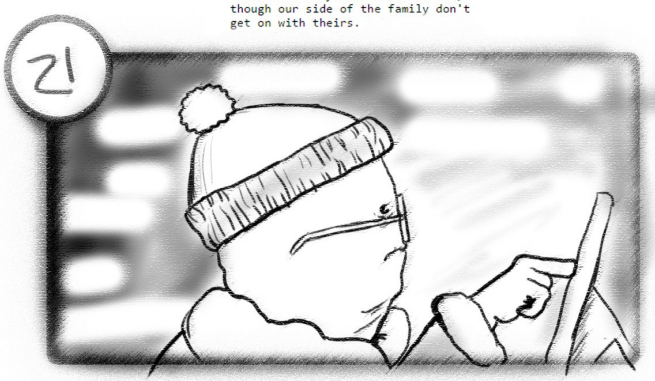

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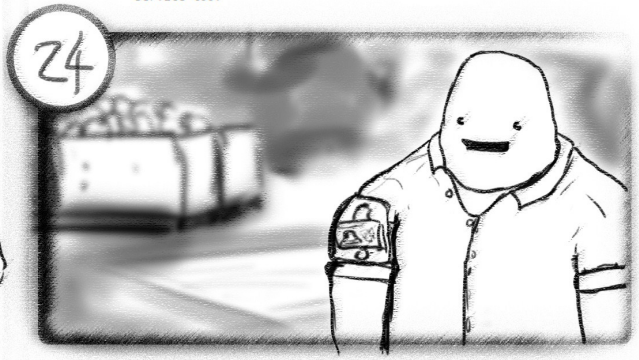

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Storyboard
Zach F Evans Nov. 2014

Chapter 3
Part 1

Self-Serviced

Interactive Animated Mockumentary

DAVE BENSON (CUSTOMER ASSISTANT)
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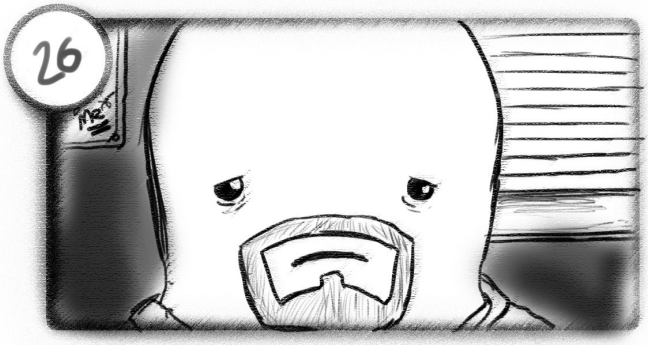

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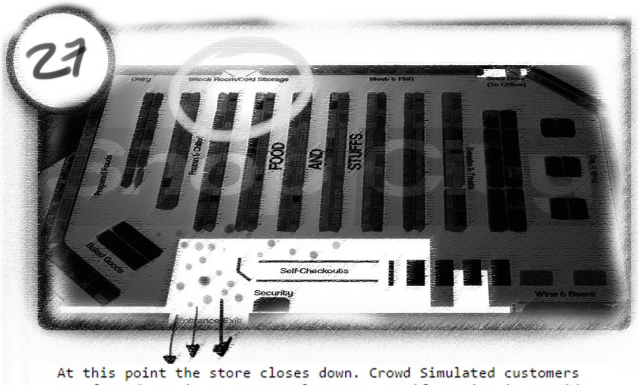

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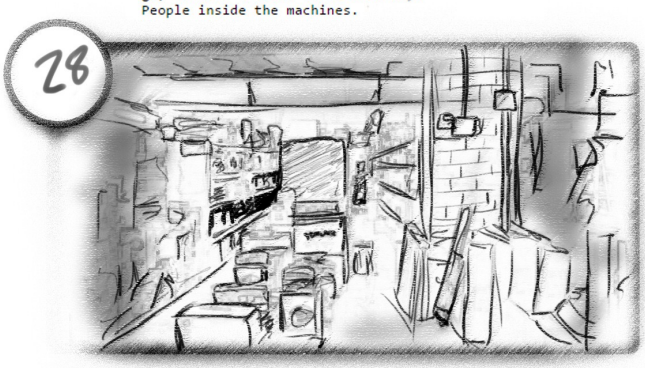

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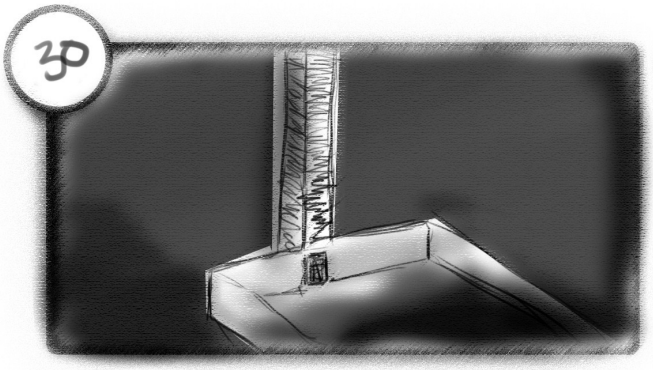

THE END

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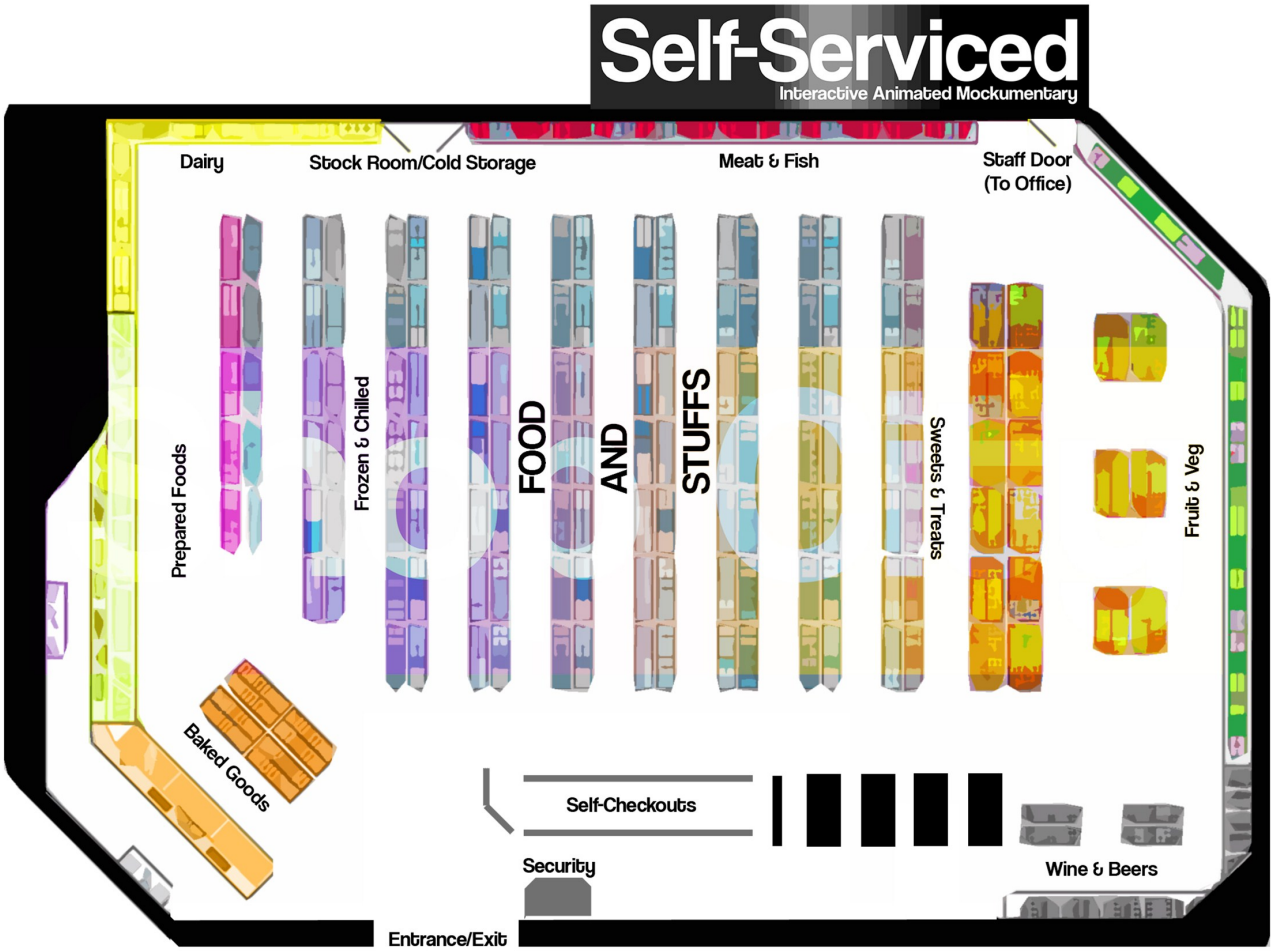
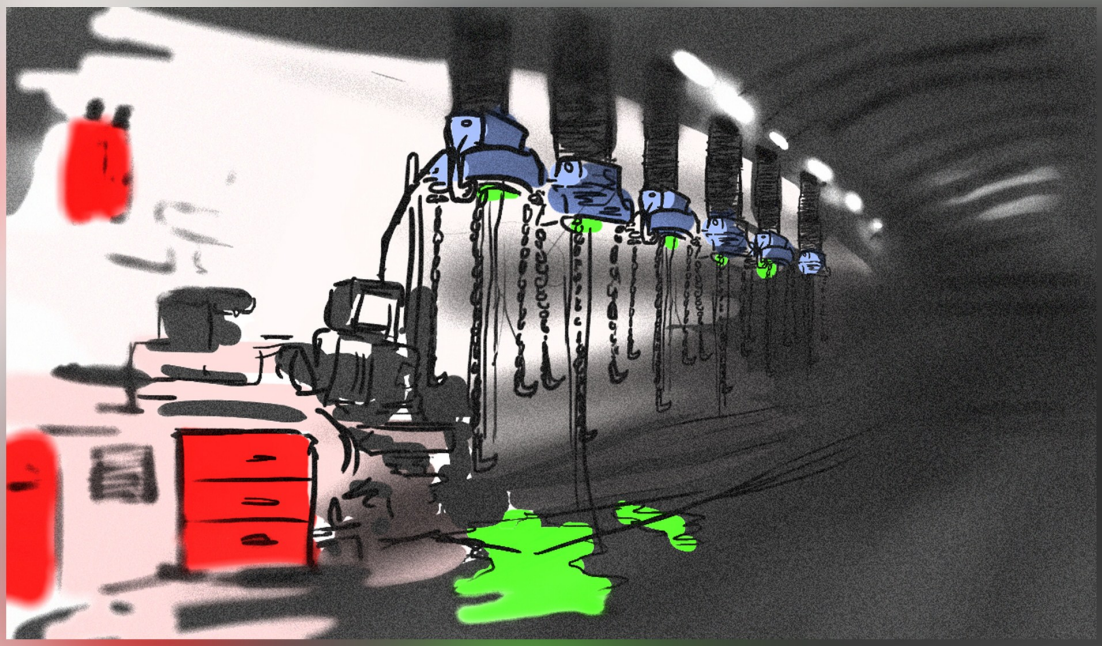
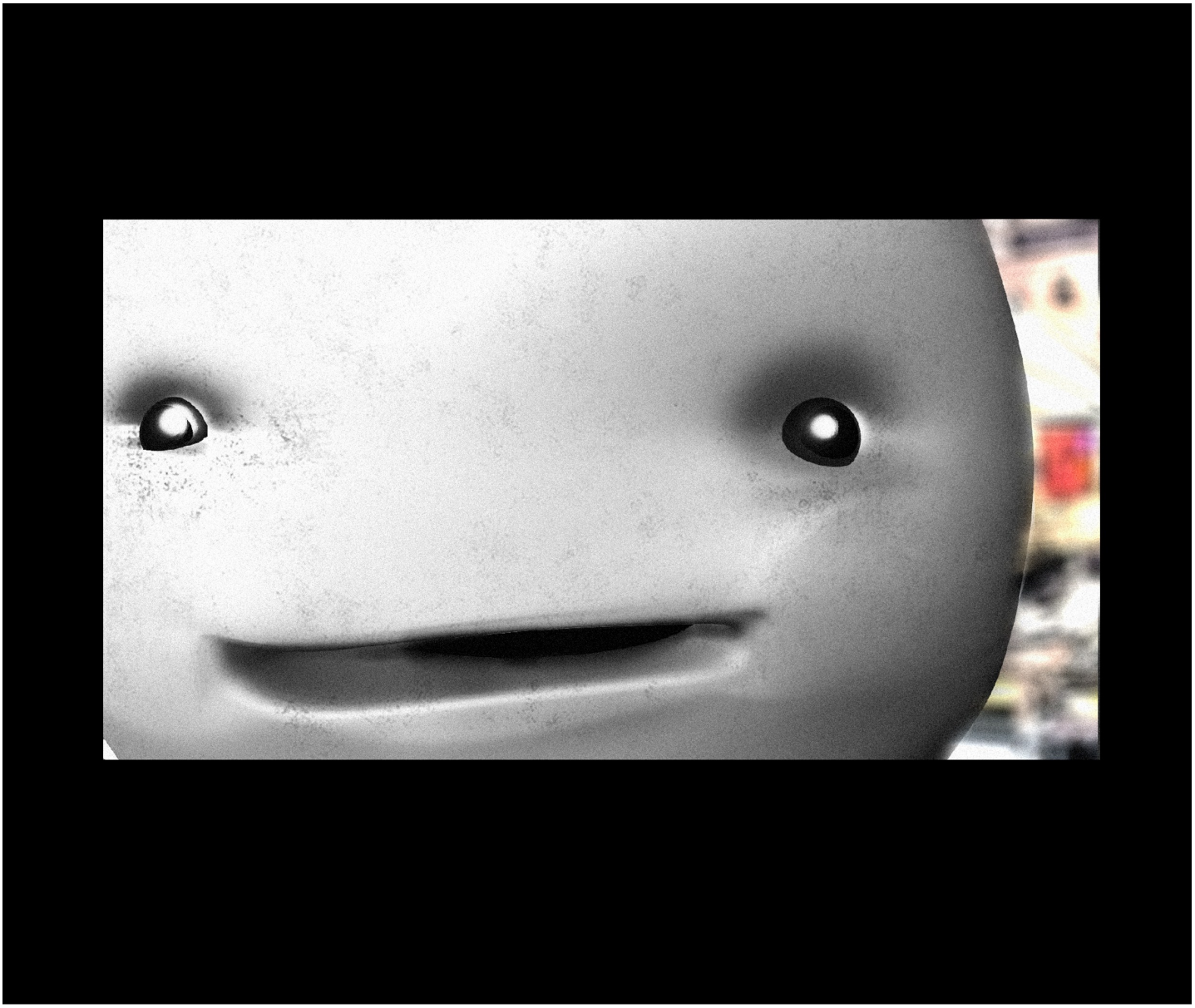
Storyboard
Zach F Evans Nov. 2014

Background Concepts



Shop City



Colour Pallete

Final Look